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ORDER FOR MARRIAGE ENRICHMENT PROGRAM**

HUMAN DEVELOPMENT INSTITUTE  **BELL & HOWELL**
20 Executive Park West, N.E. Atlanta, Georgia 30329

Please send us the MARRIAGE ENRICHMENT PROGRAM for a 10-day trial, plus our gift recording by Dr. Carl Rogers. We understand that we may try the program and return it without cost or obligation within that time if we are not satisfied. Otherwise, we may keep the program by sending a first payment of \$9.95 plus a small charge for shipping, and sales tax, if applicable, and then two additional payments of \$9.95 each. There is no finance charge for this service. Send no money now.

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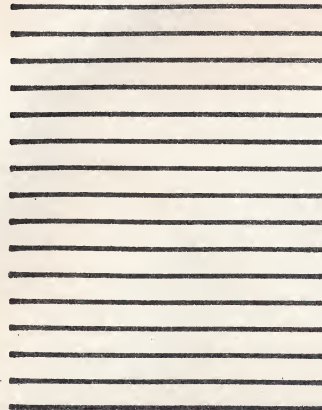
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HUMAN DEVELOPMENT INSTITUTE

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Hello,

Every marriage is uniquely SPECIAL. I know there is no other marriage like my own, and I'm sure there is not another like yours because each of us is a unique individual unlike anyone else.

Surely the single most SPECIAL part of every marriage is the relationship the husband and wife have together -- a relationship developed through the sharing of love, and one that is continually growing and changing. I feel certain that this is true of my own marriage, and I believe that it is the vitality that comes from this continuing change and growth that makes our marriage (and all marriages) such a meaningful and fulfilling experience.

My wife, Shirley, and I may have a marriage that's SPECIAL, but it certainly isn't PERFECT, at least not in the fairy tale sense of "happiness forever after." We have problems, misunderstandings, disagreements, and arguments. We also have a lot of fun together, and we share a lot of happiness and joy.

We have learned a lot about ourselves and each other during the years we've been married, and we've done it on our own, mostly through trial and error. Last year, though, we took part in a special new program my Institute was developing for married couples. We both gained a lot from this program that might have taken us years to learn on our own, yet we still did it ourselves, together, alone at home. It has helped us enjoy each other and our marriage more and more, and I want to tell you something about this program and what it has meant to us.

Shirley and I have been married nine years and have two beautiful daughters, Beth and Michelle. My job is demanding, but no more so than Shirley's responsibilities at home. Just "living" in our modern electronic world today is highly demanding. It doesn't leave much time for us to spend on our personal relationship, or hardly even think about it. We have some regular schedules and routines to get things done, but we learned some ways in the program to make certain our marriage doesn't become routine.

We both grew up with a lot of ideas about what a "husband", a "wife", and a "marriage" were supposed to be. And for a while we even tried to live up to those images -- instead of just being ourselves, a man and a woman in love, sharing our lives together. In the program, we began to examine some of the roles we were playing. We decided that washing dishes was no more the "natural" role of a wife any more than washing the car was the role of a husband. (I've washed a lot of dishes and cars ever since, but then so has Shirley.)

Now, we have learned to make sure we do the things that fit us, both as a couple and as individuals. And that changes because we change. We also try to examine our relationship to be sure we don't let ourselves get locked into some role just because it may be a

"convenient" compromise or a "reasonable" solution. It takes a lot of thought, talk, and searching to figure out what we REALLY want -- as individuals. But we're convinced it's worth it. We're even learning to insist on doing some things in our own individual way whether it's "convenient" or "reasonable" or not.

One thing we definitely agree on now is that we are still individuals -- even though we happen to be married. This might seem to be a contradiction, but we make it work by letting each other know about our individual ideas and feelings. If I'm upset or concerned about something, I try to share my feelings just as honestly as I can. My earlier efforts to remain tolerantly quiet usually resulted in my making some mean, sarcastic remark later which really hurt her, and caused her to strike back in an equally hostile way. That drove us apart -- sometimes for days.

The program helped us learn to really listen to what the other is saying, not just the words, but the feelings, too. We also listen to what our own innermost feelings are saying to us. Before, we were too busy planning our next hostile attack to listen. Somehow this effort to really listen and understand seems to draw us closer together. Then we can honestly share our feelings.

I remember how we used to attack each other: "You're driving like a maniac," she would scream at me (sometimes with good reason). That would make me furious. I'd yell back at her, "Shut up or you can get out and walk!" That would always start a fight.

Now we can say what we truly feel: "Your driving is scaring me." "I'm sorry, I'll slow down." It saves a lot of unnecessary agony.

Through this honest sharing, we have now developed a trust in each other that allows us to work through our problems and misunderstandings. We trust each other enough to openly share our deepest feelings, our greatest concerns, our weaknesses and hurts.

Our relationship now allows us to be more ourselves with each other -- not what we think the other (or the whole world) expects us to be. As a result, we have a real sense of individual independence and freedom while sharing the warmth and joy of a lasting commitment to each other. We stay together because we want to, not because we are legally bound by a marriage license, or because it's best for the children. We're a man and a woman in love, and we think it's best for us.

The program we took part in last year is one that the Bell and Howell Human Development Institute was developing for marriage enrichment. HDI had long been devoting its major efforts in the human relations field toward serving business, government, and higher education. But we wanted to do more -- for more people.

HDI's own development staff, including Mrs. Nancy Phillips and Mark Vlosky, teamed up with the prominent psychiatrist, Thomas P. Malone, Ph.D., M.D., who is a pioneer in the field of couple and family relations. Dr. Malone and the HDI staff wanted to share their knowledge and experience in a way that would help couples build on their own natural strengths. They agreed that giving lectures on

behavioral theory and helpful hints about marriage would not be very effective. Thus they adopted the participation method created by HDI for its professional programs. This allowed them to design an open program that each couple could use in the way that best suited their special relationship.

Sharing this program was one of the most important and meaningful things we had ever done before, yet it was easy and comfortable to follow. We found it both serious and educational, exciting and enjoyable. The program helped us understand that our relationship is a continuing process of trial and error, sharing and growth. And that this process will go on all the rest of our lives and never be finished.

Called the MARRIAGE ENRICHMENT PROGRAM, it provided the occasion and the direction we needed to explore the many facets of our relationship. It helped us learn to understand and share our feelings. To build a solid trust. To see each other and ourselves in many new ways. It even helped us learn some better ways of raising our children.

Shirley and I believe we have always had a good marriage. We don't think the program is responsible for that, but we are convinced that it did help us learn some very important things that otherwise might have taken us years more to work out ourselves. We do wish we could have had the program much earlier in our marriage.

The MARRIAGE ENRICHMENT PROGRAM is a multi-media package of audio-visual materials which includes three long-play recordings, five instructional booklets, two husband and wife activity books, and "feeling mosaics" of the male and female figures -- all carefully selected to stimulate communications and insight. Dr. Malone narrates throughout the five sessions and four mid-sessions.

The MARRIAGE ENRICHMENT PROGRAM was designed specifically for couples who already have a good marriage, whether they are newly-weds or celebrating their diamond wedding anniversary. It is not anything like marriage counseling or psychotherapy. Your positive decision to try the program is, in fact, an affirmation of your love for each other, and of the importance you place on your marriage.

I hope you won't think of this program as something you "need". Rather, it is more like a special experience you share together -- one which can be very important and meaningful -- all the rest of your lives together.

Many professionals have endorsed the MARRIAGE ENRICHMENT PROGRAM, but even more important, thousands of individual couples have enjoyed it and found it very meaningful to them.

Because the program is an experience you share together, it is difficult to describe. It's a series of activities in which you participate, and the experience will be different for each individual couple. For this reason, we want to encourage you to actually experience the MARRIAGE ENRICHMENT PROGRAM yourselves. You may try it for ten days at no cost, and return it if you are not satisfied. There is no risk or obligation at all. We're sure you will enjoy it.

As a way of showing our appreciation for your order, we will also send you at no extra cost a special recording by the renowned psychologist, author, educator, Dr. Carl R. Rogers, the teacher and long-time associate of HDI founder and president, Dr. Jerome I. Berlin. You will hear Dr. Rogers share many of his most profound ideas on human relations and interpersonal communications. You may keep this recording as our gift whether or not you keep the program.

Please send your order card right away.

Sincerely yours,

Robert L. Adams

Robert L. Adams

HERE'S WHAT OTHERS HAVE SAID ABOUT THE MARRIAGE ENRICHMENT PROGRAM:

"We began the program knowing that together we have something special. Now, we feel we're discovering ways to make it even more. We found that the exercises helped us focus on, and crystallize our understanding of 'us.' As a result, we now see each other in many different ways that we had not imagined existed before. There were many delightful surprises which we enjoyed immensely. The effects, too, have been lasting as we often refer back to our experience. We are looking forward to trying the program again and again in the coming year."

Miriam and Jerry Frye, Modesto, California

"My wife felt this program made her feel more feminine and made her appreciate my masculine role. Yet it also helped us get out of some of the roles we were stuck in... where our 'persons' weren't getting through. Most important, it helped me tell her things I had been wanting to say but hadn't. Now we understand better how we affect each other. We even rediscovered some of the sexual feelings we had in courtship."

"I would recommend it to all couples who want an exciting experience together..."

William Miller, III, Ph.D., Associate Professor, Ohio University

A NEW IDEA — A PROVEN CONCEPT

The *Marriage Enrichment Program* is the result of six years of research and development at the Human Development Institute. The first such program "Improving Communications in Marriage" was published as a book in 1963.

The new *Marriage Enrichment Program* has been used by thousands of couples and endorsed by leading professionals:

"I am favorably impressed with the impact of the program on the interaction of spouses."

"The narrator guides the couple through the five sessions in a warm and supportive manner. The option not to engage in any particular exercise is left open to the couple."

"I am enthusiastic about the potential for the program and look forward to succeeding generations of such programs."

Robert Liberman, M.D., National Institute of Mental Health, Department of Health, Education and Welfare, Washington, D.C.

"We find the Bell & Howell Marriage Enrichment Program a good guide for stimulating dialogue between husbands and wives and we think this type of communication is so needed and so important for family happiness that we were delighted to learn about this program."

"The ideas articulated in the program are ideas that need to be said over and over again—such as the obligation, the opportunity or maybe just the role of husband and wife in developing one another's talents. The open approach to communication, the importance of feeling free to praise and even to criticize one another. The value of all forms of contact, non-verbal as well as verbal—touch as well as sound, feeling as well as seeing."

Pat and Patty Crowley, President Couple International Confederation of Christian Family Movements, Chicago, Illinois

A DESCRIPTION OF THE SESSIONS

SESSION 1, OPENING: You explore how many facets of your relationship there can be, while you expand communications between you.

SESSION 2, LISTENING: You look at the way emotions affect communications, learn to recognize secondary feelings you may not have noticed.

SESSION 3, EXPRESSING: You explore the difference between anger and hostility to learn how the clear expression of feelings can solve problems.

SESSION 4, TOUCHING: You try a series of special exercises to bring out the true meaning of really being in contact with each other's feelings.

SESSION 5, GROWING: You share your goals and responsibilities, and experience the vitality of developing your individual potential together.